

CAPABILITIES STATEMENT

blueprint
creative group

UEI: DLWKJXG3TZ65 | CAGE #: 85K76

CORPORATE SUMMARY

Founded in 2008, Blueprint Creative Group is an 8(a) certified woman-owned strategic planning firm. We integrate strategy, technology and learning development to provide government with enterprise-wide communications, institutional awareness and digital modernization through data analytics, automation, data visualization and dynamic content. Our strategic planning work supports program management, change management, and Diversity Equity Inclusion and Accessibility (DEIA) programs.



CONTACT DETAILS

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CERTIFICATIONS

8(a): **C00fMd (Exp: 10/31/29)** | WOSB certified



U.S. Small Business
Administration
8(a) Certified



CORE COMPETENCIES

- ▶ Health & Science Communications
- ▶ Enterprise-wide strategic communications
- ▶ Strategic planning
- ▶ Program management
- ▶ Media monitoring & executive briefings
- ▶ Market research & feasibility
- ▶ Advertising and multimedia development
- ▶ Digital modernization
- ▶ Training & development
- ▶ Administrative and business support



DIFFERENTIATORS

- ▶ **Neuroscientist** leads Blueprint's Health & Science Communications practice with a focus on behavioral science and scientific research.
- ▶ Strategy is our wheelhouse – not tactics – and we lead all marcomms with strategic planning and not by discipline (i.e. PR, digital, media).
- ▶ Full-service agency with in-house capabilities. Benefit: Quick turnaround, lowers risk and cost efficient.



NAICS CODES

- ▶ **541611** Administrative Management
- ▶ **541613** Marketing Consulting
- ▶ **541810** Advertising
- ▶ **541820** Public Relations
- ▶ **541910** Market Research & Public Polling
- ▶ **541511** Custom Computer Programming
- ▶ **519190** All other information services
- ▶ **611430** Professional & Management Training

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We help government meet real time needs during times of opportunity, change and crisis to include: rapid response during crisis and emergencies; adapting to and managing organization-wide change; and leveraging opportunities to grow and improve business impact and program/service delivery.



PAST PERFORMANCE

U.S. Trade and Development Agency

Supporting USTDA on \$75 million IDIQ to support infrastructure development initiatives in priority markets. Scope of work includes program management, organizing conferences and Reverse Trade Missions, technical assistance and training.

Contract period: Feb 2022 with 12-month base period plus four 12-month options

Contract value: \$5 million ceiling during each year of the IDIQ



Metropolitan Government of Nashville and Davidson County

Supporting with city and county-wide strategic marketing and public affairs across nearly 60 departments and sub-agencies within the government structure. Scope of work includes program support, technology design, multimedia development, crisis communications, brand strategy, messaging and community engagement.

Contract period: January 2019 - January 2024

Contract value: \$2 million

Nashville.gov

Nashville Department of Transportation

Supporting NDOT with Vision Zero marketing and education campaign, which is a national traffic and road safety initiative. Scope of work includes strategic development, behavior change marketing, multimedia production, paid and earned media strategies and execution and web content development.

Contract period: April 2022 with option to extend to 5 years

Contract value: \$2.1 million

NDOT

University of Utah Health

Support the world's largest genetic database with enterprise-wide strategic communications with the objective of elevating the national ranking and international profile of the health system. Includes promoting clinical, educational and scientific research.

Contract period: Dec 2018 with 4 annual renewal options and extended Aug 2022

